RFP 10599-17/DKK
Questions and Answers

Website Redesign Phase 2

The purpose of this document is to provide questions and answers regarding this RFP. The following Q&A's are current as of 12/20/2017:

Q1. Whether companies from outside the USA can apply for this (like, from India or Canada)?
 A1. Yes.

Q2. Whether we need to come over there for meetings?
 A2. Providing services remotely is an acceptable method. If all other factors are equal, a proposal with onsite meetings could be considered preferential. The main aspect regarding this point is to state clearly in your proposal the intended method.

Q3. Can we perform the tasks (related to RFP) outside the USA (like, from India or Canada)?
 A3. The "Scope of Work" and "Technical Specifications" documents include restrictions for hosting services location requirements within the USA, which must be met. Providing other task deliverables from locations outside the USA is an acceptable method. If all other factors are equal, a proposal with USA-located services could be considered preferential.

Q4. Can we submit the proposals via email?
 A4. The primary copy needs to be hand-delivered or mailed, as referenced in the main RFP document, page 1. For secondary electronic copies, email is OK.

Q5. What is your estimated budget allocated for this project?
 A5. The project does not have a predetermined budget figure. We are looking for respondents to provide their best estimate of funding needed.

Q6. We have a question about an item in Attachment D, Technical Specifications: In this document, the Content Management Systems (CMS) section, item E, states that the provided solution: "Authenticates CMS editors and administrations against the City's Active Directory Federated Services." Is the Active Directory solution used by the City of Redmond provided by WaTech's Enterprise Active Directory Services (https://watech.wa.gov/solutions/it-services/Enterprise-Active-Directory-Services**), or is the Active Directory to be integrated with managed internally?**
 A6. We manage our Active Directory internally.

Q7. Do the departments want a different look and feel, or color scheme from the rest of the website?
 A7. The new website is not intended to be departmentally focused. It will have a more user-friendly focus using about six sub-categories. For any sub-category or section of pages, the intention is that they will all follow the same design.

Q8. How many administrators do you have that will be using the CMS and need training?

A8. Assuming administrators are defined as content editors, approximately 10-15. For those with web development skills, approximately 4-5 would need training.

Q9. Approximately how many pages do you currently have that you would like migrated?

A9. Though we have an estimated 2,000 pages and 10,000 PDF's or documents, we do not intend to simply migrate content from one system to another. We will use analytics to highlight important content areas and may also need help combining, re-arranging, and writing content. We are looking for advice and experience on best practices for this portion of the work.

Q10. What are the timelines for this project? Meaning – shortlist selection, final selection, award and go-live date?

A10. The evaluation and selection process will begin directly after the closing in early January 2018; it will take approximately 2-4 weeks. The project begins after that, and the go-live date is unknown at this time.

Q11. Are there any 3rd party integrations that we should be aware of?

A11. Redmond has many unique applications and 3rd party web services. The two specific services currently using iframes to provide an "embedded" type presence are Jobs: www.redmond.gov/jobs, and Records Management: www.redmond.gov/records. Most are connected via links (Parks and Rec registration: www.redmond.gov/register, and Permits-related information: land.redmond.gov are two examples). For the initial go-live of a new CMS and website, this will not change. Future phases of web work might include further integration with other services, but for this initial phase of transition, the two with iframes should reflect an accurate depiction of the work.

Q12. What is the budget for this project?

A12. The project does not have a predetermined budget figure. We are looking for respondents to provide their best estimate of funds needed.

Q13. I like where the new design is headed. So we can better analyze it in terms of a solution, would it be possible to upload the two desktop pages at full size? (Everything appears to be on a 12 column grid @ 1170px wide, so I assume that 1170 would be 100%.)

A13. All three design examples are available in image format (.jpg or .png) on the Redmond.gov website and the purchasing portal.

Q14. Related to that, can you also tell us the font families used on the comp? It is hard to ID those on the reduced pdf.

A14. The font families are Proxima Nova and Lora.

Q15. Will the city be taking payments online? Currently, it appears as if utilities must be paid by mail, and the web site only supplies contact information.

A15. The new Redmond.gov website (or CMS tool) is not intended to require payment functionality. Any payments enabled online will be processed by the specific business application it supports (like Parks and Rec online registration, Utility Billing, or Permits). If a payment function were

available in a CMS system, that function might be something we would consider for future use, but is not a current requirement.

Q16. Does Redmond expect to mirror its existing content structure (generally porting everything over as-is)? Have they developed a new content map, or are they looking for content planning consultation? If they have developed a new content map, please ask them for it.
A16. No, the new site will not be mirrored from the existing structure. It has a new structure of about six categories, and there are likely only a few opportunities to port over content as-is. We are looking for advice and experience on best practices for this portion of the work (see also Q9).

Q17. Please briefly describe the workflow for 311 requests. Will the site need to track the complete lifecycle of a request on the back-end, or just forward it to a specific inbox?
A17. 311 requests will be handled by a 3rd party system.

Q18. Parks and Rec reservations are managed by a different site on activecommunities.com. Does Redmond wish to integrate that functionality directly in the new site, or continue to link to the external one?
A18. No, the Parks and Rec system will continue to cross link.

Q19. The licensing portal is currently on citizenserve.com. Will Redmond wish to have this functionality integrated with the new site?
A19. No, the Business License system will continue to cross link.

Q20. Building permits are currently handled by the 'e-track' server on a subdomain of Redmond.gov and payments/booking accepted via Square. Does the city wish to integrate this functionality with the new site?
A20. No, the Building Permits portal will continue to cross link.

Q21. Email subscriptions are handled by govdelivery.com. Do we want to integrate this functionality or just forward the form back to govdelivery?
A21. No, the email subscriptions will continue to cross link.

Q22. How many people within the Redmond City staff will need to be trained?
A22. Content editors will number at approximately 10-15. For those with web development skills, approximately 4-5 would need training.

Q23. Is there any recent web analytics reporting we could review?
A23. Yes, a high level page report is available - see "RFP 10599-17 Attachment F, Website Analytics."

Q24. Does search need to index the contents of PDF or DOC documents attached to the web site?
A24. Yes.

Q25. Please clarify what is meant by "news feed" in the requirements.
A25. The "news feed" will be a constantly updated list of stories (accompanied with photos) in the middle of the home page. It will include press releases, announcements, alerts, links to eNewletters,

etc. We would like to have some posts that will auto-feed and also the ability to submit posts manually. This section will also include a link or button so that a visitor can view older posts. For a visual example, see "Attachment E2 Phase 1 Design Desktop."

Q26. For translation services, are you looking for an automated tool like Google Translate, or the ability to manage multiple human translated versions of web content?

A26. We are looking for the best automated option we can incorporate, whether that's Google or another brand. And ideally, we will supplement with some human translation, but we are not certain how much content that will include.

Q27. Is there a target launch date? Is it tied to an event or some sort of date deadline like a fiscal year?

A27. No target launch data has been set at this time.

Q28. Is there a target budget or range we can scale our solution to?

A28. The project does not have a predetermined budget figure. We are looking for respondents to provide their best estimate of funds needed.

Q29. Is there any preference for local vendors?

A29. High quality work as defined in the documentation is what we're looking for. If all things are equal, a local vendor might be preferred, but is not a requirement.

Q30. Is there any preference for an open source vs. proprietary solution?

A30. As detailed in the Technical Specifications, we are looking for something that is open source or commercially available.

Q31. Is there any preference for a .Net vs. LAMP stack based solution?

A31. None.

Q32. Has your research ruled out any CMS?

A32. No.

Q33. Are there any feelings, pro or con, regarding Drupal as a CMS option for the city?

A33. Drupal is a viable option.

Q34. Please describe all integrations with other sites or data sources more complex than an iFrame or embed code.

A34. The Redmond.gov website does not currently have integrations more complex than iFrame or embedded code. See Q11 for more specifics.

Q35. Please provide usage data, or estimate expected traffic to the site.

A35. A general page report has been uploaded for review – see "RFP 10599-17 Attachment F, Website Analytics."

Q36. What is the current CMS?

A36. The current CMS was originally known as SitePublish, by the company Intrafinity.

Q37. Why are you seeking to change CMS?

A37. The current system has been highly customized and is no longer supported. It would likely require a complete replacement to upgrade.

Q38. Would you describe the content as structured, with consistent separation of content and code?

A38. Unknown.

Q39. Google has indexed about 29,000 URLs, of which 20,000 are PDF files. Does that sound about right?

A39. The PDF addresses are unique, and so that number is possible. Webpages are enabled with multiple address formats that inflate the reported numbers from double to quadruple the actual page count.

Q40. What percentage of existing content do you expect to migrate to the new site essentially unchanged?

A40. An educated estimate would be between 10-20%.

Q41. What is your plan for editing / creating content during redesign?

A41. It's still a work in progress. We are looking for advice and experience on best practices for this portion of the work.

Q42. Do you expect copywriting or editing services as part of engagement?

A42. We will likely need this as part of the engagement.

Q43. We are a US-based company with some remote employees outside of the US. Are there any restrictions on their ability to contribute to the project?

A43. No, as long as they are available when or if necessary during PST zone.

Q44. Please confirm that awarded vendor will primarily work remotely, after the initial round of onsite discovery workshops and meetings.

A44. Many of the tasks related to this project can be completed remotely.

Q45. If we didn't participate in Phase 1, can we do Website Redesign Phase 2?

A45. Yes, each phase was created separately to encourage maximum participation.

Q46. Are there any addendums for this RFP?

A46. Yes, so far there is the main document plus Attachments A-F.

Q47. Is there any budget allocated for this RFP?

A47. The project does not have a predetermined budget figure. We are looking for respondents to provide their best estimate of funds needed.

Q48. Is there any duration for this RFP?

A48. No, the duration period has not been set at this time.

Q49. Are there any fillable forms you would like to make use of on your website?

A49. This question will be interpreted to be asking whether we have online forms to migrate into the new website. The majority of forms we currently have will not likely be transitioned to the next site. All forms associated with a request for services will transition into another system made for customer services. Any remaining forms (if any) will be transitioned on a case by case basis. The new CMS tool needs to have the functionality for making online fillable forms for our future use.

Q50. Are there any online payments made through your website?

A50. Not directly, no. Payment needs are as described in Q15.

Q51. Do you have a range or budget in mind for this project?

A51. The project does not have a predetermined budget figure. We are looking for respondents to provide their best estimate of funds needed.

Q52. Would you need developers onsite in City of Redmond, Washington for portions (or the entirety) of this project?

A52. Having developers onsite is not specifically a requirement, however some onsite work may be necessary.

Q53. Do you have any deadlines for this project?

A53. No deadlines have been set at this time.

Q54. You have indicated an 8-page limit for this proposal. However, in Attachments A and D, there are a lot of questions that ask for a lot of description that may exceed the 8-page limitation. Is the page limit flexible to address all the detailed responses required in the RFP?

A54. It is preferred to maintain the 8-page limit. If more space is essential to convey details related with specifications and services, proposals will be accepted up to 12 pages without disqualification.